

Seminar Marketing – Winter Term 2019/2020

(Digital) Marketing Reloaded?

(1) Introduction

Today, many firms allocate considerable portions of their marketing budget to digital channels. In 2019, digital media will account for roughly half of the global ad market (eMarketer 2019). Also, when looking at popular press, digital marketing seems to strongly dominate the headlines with buzz words like social media, influencer marketing, mobile apps, video ads etc. Existing academic research trying to provide insights to these “new” (marketing) phenomena has mainly provided data-driven evidence based on single-study observational models without using established theories or building on existing knowledge on more traditional marketing instruments. Hence, Lambertson and Stephen (2016) note that there seems to be a lack of “research that offers deep and comprehensive tests of previously offered theory [...]” (p. 166). This lack theory testing in digital contexts has prohibited to answer more comprehensive, fundamental questions about digital marketing phenomena which could advance both academic research and managerial decision making on digital marketing.

(2) Topics and Content

This seminar aims to shed light on whether and how established theories and conceptual as well as empirical knowledge on the effectiveness and efficiency of marketing in a analogous media context can be applied to a digital media context as well, and whether conceptual differences between the two contexts can be identified (please see Lambertson and Stephen (2016) for a more comprehensive discussion). The following topics will be addressed in the seminar.

Digital Advertising

- To what extent can research on analogous advertising inform about which message content factors and ad executional elements will impact digital advertising effectiveness?
- How do findings for a analogous and digital marketing context compare for different message content factors and ad executional elements?
- What is the impact of ad environment in analogous vs. digital media? What are the communalities and what are the differences?

Social Media and Influencer Marketing

- To what extent can research on word-of-mouth inform about the drivers of social media and influencer marketing? What are the commonalities and what are the differences?
- What other types of theories can explain the effectiveness of social media and influencer marketing?
- What is the role of trust in traditional vs. social media marketing?

Digital Devices and Media Channels

- What are the conceptual differences and commonalities between different marketing communication channels/instruments (e.g., TV vs. digital video ads)?
- How do mobile devices conceptually differ from a desktop computer in terms of marketing-relevant aspects and what conclusion can be drawn from these differences for marketing research?

For this seminar, your task will be to (a) formulate your specific research question(s) within your preferred research topic, (b) conduct a thorough literature research (also beyond the standard marketing literature), (c) synthesize relevant findings and insights in a systematic way to (d) generate valuable implications and conclusions for future research and practice.

Learning Objectives and Seminar Requirements

The main objective of this seminar is let you practice how to work scientifically by (1) making use of academic literature, (2) synthesizing relevant findings from aligned academic research, (3) to help you answer your research question(s). Moreover, you will gain experience in how to write a scientific paper. These joint tasks serve as a good preparation for your master thesis. Additionally, the seminar provides you with an opportunity to also practice how to present your research findings in an accessible way.

The seminar consists of two mandatory parts:

- **Written part:** Written scientific paper (max. 15 double-spaced pages) = 70% of the final grade
- **Oral part:** Presentation of research project = 30% of the final grade
- *Potential* adjustment (positive or negative) of the final grade based on the participation during the presentation session of the seminar = +/- 0.3
- Both mandatory parts have to be passed separately to receive the final grade. The participants have to attend both the kick-off meeting (calling in via Skype is possible) and the two days of presentations (physical presence is mandatory). Students who pass this seminar will receive 12 credit points for their Major Marketing.

(3) Schedule (dates can change – check MCM announcements regularly)

| What? | When? | Where? |
|--|---|--|
| Kick-off meeting | November 5, 2019 11:00 – 14:00 | Room 006 MCM, Stadtgraben 13-15 |
| Selection of topics (until) | November 7, 2019 12:00 (noon) | Via email to l.lobschat@uni-muenster.de |
| Assignment of topics | November 11, 2019 | |
| Appointment 1 with supervisor | TBA | MCM or Skype |
| Appointment 2 with supervisor | TBA | MCM or Skype |
| Submission of scientific paper | January 24, 2020 12:00 (noon) | Via email to l.lobschat@uni-muenster.de |
| Submission of research presentation | January 29, 2020 12:00 (noon) | Via email to l.lobschat@uni-muenster.de |
| Research presentations | January 30 and 31, 2020 9:00 – 17:00 | Room 006 MCM, Stadtgraben 13-15 |

(4) Organizational matters

- **How to apply?** Please follow the MCM application process for seminars via the homepage.
- Please note that registration as well as submission of your scientific paper and/or presentation after the corresponding deadline are not conceded.
- For specific questions, please contact Prof. Dr. Manfred Krafft (mkrafft@uni-muenster.de) or Prof. Dr. Lara Lobschat (l.lobschat@uni-muenster.de)